The lady in the chic chapeau may have let her enthusiasm go to her head.
Yet, who can blame her? So many smart Parliament smokers want everyone to know *their cigarette* is special.
The crush-proof box . . . choice tobaccos . . . luxurious flavor . . . the famous Mouthpiece that keeps
the filter recessed a full quarter-inch away from your lips. With Parliaments, *only the flavor touches your lips!*

You're so smart to smoke **Parliaments**

ONLY THE FLAVOR . . . TOUCHES YOUR LIPS

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Chic Chapeaux - Vogue - 1955

Source: https://www.industrydocuments.ucsf.edu/docs/znmn0003
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